

## **“The Seriousness of Salt” Campaign Kick-Off**

On May 10, 2007, The City of Fresno hosted a press conference at the North Fresno (Copper River Ranch) Wastewater Treatment Facility to kick-off “The Seriousness of Salt” campaign.

Salts are dissolved minerals that remain in wastewater and can not be easily removed in the treatment process passing through and depositing in soils, surface and groundwater. Accumulation of salts in soils, groundwater or surface water can impact future water resources resulting in costly solutions to be able to use or reuse water in the future.



Representatives from the City of Fresno at the press conference included Jon Ruiz, Assistant City Manager, Rene Ramirez, Director, Department of Public Utilities and Steve Hogg, Assistant Director, Wastewater Management Division. Also in attendance was Pamela Creedon, Executive Officer of the Central Valley Regional Quality Control Board who supported the City's efforts to reduce salts impacts .

The campaign advocates to “Use Less, Choose Wisely,” offering pollution prevention solutions that can be easily followed, such as using less water, less sanitation products or soaps; choosing liquid detergents over powder detergents; choosing cleaning methods that require little or no water; and disconnecting salt-based water softener systems.

Being proactive on the salinity issue supports the City's Green Plan's Strategy 21, which challenges the City to increase the use of recycled water by 10% and implement a sustainable urban watershed planning process based on sound economic, social and environmental principals.